

# WIBW

AUGUST  
1954

## ROUND-UP



# AUGUST — — — — — 1954

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## On Our Cover

ROY CARLSON, known to most of our listeners as DUDE HANK, arranger, trumpet player and music director has found a new creative outlet in his duties as producer-director for our WIBW-TV station. All of his former experiences in show business, stage settings, lighting and designing are combined in his job as studio director.

Many of our listeners write asking why he is not heard on the afternoon ROUND-UP. He is on the DAYBREAK JAMBOREE at 5:00 a.m. and the DINNER HOUR each day Monday thru Saturday at 11:35. Of course, he still makes the special musical arrangements and directs the band on the big SATURDAY NIGHT ROUND-UP. He works at our radio station until noon and then is on duty at the TV studio from 1:00 until 7:00 p.m.

Some of the shows he directs on TV are "WHAT'S COOKIN'" . . . "HOME AND GARDEN TIME" . . . "STUDIO 13" . . . "NEWS" . . . "WEATHER" . . . "SPORTS" . . . "STARS OF TOMORROW" . . . "TAKE A BREAK," featuring talent from Forbes Air Base . . . and the "PIANO RAMBLINGS" show with MISS MAUDIE at the keyboard.

He likes to work out little ideas with special effects on the PIANO RAMBLINGS show, and many times humorous incidents take place behind the scenes much to the delight of the cameramen and crew. On one program where Maudie played "April Showers," Dude built a miniature set with a small awning over it. This was supposed to look like a French cafe and then he wanted some rain to pour down over it while she played the song. He put some water in a large jug with a spray hose attached and put one of the floor men on a ladder to sprinkle the water at just the right place in the music to gain the effect. Everything went fine until the ladder started slipping and the rain poured in a funny zig-zag manner. The boys were a

little panic stricken for fear the cameraman might shoot a bit high and catch the man on the swaying ladder waving the rain. It was hilarity for the crew but a tense moment for Dude until he found a couple of men to steady the ladder. Miss Maudie and Claude Mann, the announcer, are always laughing during the program at the little tricks Dude has up his sleeve to bring out a certain effect on the numbers played.

His manual training in high school, plus a natural knack of creating, usually result in usable and worthwhile television production aids. (We call those "gimmicks.")

Not long ago the Carlsons entertained Mr. and Mrs. Charles Price, from Hollywood, California. Price is music contractor and drummer for the Dave Rose orchestra; and Mrs. Price, a famed concert violinist, plays in the string section of the organization. Both are currently appearing on the Red Skelton show. Dave Rose, Charlie Price and Roy formerly worked together in the Ted Fiorito orchestra. Charlie and Roy were laughing at some funny incidents which happened while the boys were out on the road with Candy Candido which prompted Roy to tell a good joke on himself. It seems the first night he joined Fiorito in Los Angeles, the band was appearing in a stage show. The rest of the musicians had learned the score by heart, but Ted told Roy he could put his music on the floor and read it for the first few nights until he could memorize the score. There was one part where the trumpet had an eight-bar solo alone, and he was told to "watch it." "Well, I was doing fine," Roy said, "until they put a spotlight on the singer and blacked out the rest of the stage. When it came to my trumpet solo, there was dead silence." He was grief-stricken, the band boys laughed and Fiorito was sorry. "At that time it was tragic," said Roy, "but it taught me one thing. If we ever need hidden lights for scripts, music,

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# Ramblings



COLONEL COMBS and HERMAN HOUSH, both old-time fiddlers on our talent staff returned to work after just one-week's vacation. They were supposed to take two weeks, but found themselves so lonesome for the WIBW gang, that they asked if they could come back to work and maybe take their other week at a later date. It is really wonderful when a "feller" is happy and content in his line of work . . . and certainly speaks highly of the company he works for. WIBW always has been noted for excellent working conditions and a happy atmosphere.



Col. Combs relaxes with his cute Cocker, "Mickie."

WILLIE and LOIS PIERSON spent their vacation high up in the Colorado mountains. Of course, their two little girls, Connie and Nancy, had the time of their lives fishing and riding the little burros. For a real air-conditioned vacation they all recommend a trip to the mountains in Colorado. The four of them came back looking fresh as daisies and sporting a healthful tan glow.

ELSA, our organist, has just returned from visiting friends in Denver and Las Vegas, Nevada. She enjoyed a nice plane trip and was amazed at the fabulous hotels and noted artists who were currently appearing in the night spots at Las Vegas. We asked her if she lost any money while she was there, and she slyly answered, "Why you know I would not go in any of those places." I wonder where she got all those nickels she gave me one day to put in the coke machine. (Folks, I'm just kiddin' MISS ELSA. . . .)

EDMUND DENNEY and his pretty wife, Myrtle, did not take our advice about the warm weather in the South, so they spent two weeks at Miami Beach, Florida, and almost thought they were back in Kansas. Yes, it was really warm there, but the beauty of the ocean made up for the weather. EDMUND had a lot of fun acquiring a handsome tan and enjoying the pleasure of beach life for two weeks anyway.

BILL KIRK; his wife, De-de; and son, Gary, spent a week in St. Louis visiting the family and enjoying some ball games. The home folks always claim one week of the Kirk's vacation and both Bill and De-de look forward to that.

We were all happy to welcome RUTHIE MICCOLIS WILLIAMS back after a few weeks in the hospital and at home at which time she presented her proud husband, Johnny, with a beautiful baby daughter. They have given her the name of Vicky Jo. She made her first radio appearance when she was four weeks old. RUTHIE brought her up to the studios to show her off. I took little Vicky to the microphone and jokingly asked if she would like to say a few words to our radio audience. Just then she developed the hiccups and in perfect timing uttered one real loud hiccup in reply. This brought wild raucous laughter from the entertainers who agreed that she had now qualified for membership on the talent staff.

OLE decided that Colorado must be a pretty nice place to return to after talking with WILLIE and LOIS, so he packed the car, took Janie and the family and away

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## *Interesting Recollections of Radio*

By Don Hopkins

Red, the Ed, has given me a green light on the continuation of "Hopkins" Gulliver's Travels. You'll remember that I told you last month the "Sad" story of how I lost my first radio job paying \$15 per week. The Chief Engineer of KFJB, Marshalltown, Iowa, and I decided to strike out on a tour of the East looking for jobs. The fourth day out I was promised a job with a new radio station not yet on the air at Asthula, Ohio. We continued on to Washington, D. C., and on the way back to Iowa an incident occurred that could have completely changed the course of my life. We had got as far as Cincinnati, Ohio. I had only \$5 left in my pocket. Too proud to tell my traveling companion that I could no longer afford to share expenses, I told him a little white lie. I told him I had friends in Cincinnati and believed I would stay there for a few days.

So bright and early in the morning I took my one FIVE DOLLAR BILL—caught a streetcar for downtown. I chanced to sit by an attractive girl. I asked for directions to Radio Station WLW with the idea that I might get a job there and not have to wait for the new station in Ohio to open up. In reply the girl told me that by pure coincidence she happened to be broadcasting over WLW once a week on a program sponsored by the Cincinnati city government and knew the proper people for me to see. As a matter of fact, the girl actually was secretary to the mayor of Cincinnati. After giving me directions—she apparently had an after-thought. Realizing probably that I had small chance with less than a year's experience of getting on the announcing staff of the nation's largest station, she suggested that if I didn't have any luck that I should call in person at the city hall before 4:30 that afternoon and she would see what she could do for me. I visited all of Cincinnati's radio stations, which at that time were spread all over the city. At 4:00 o'clock I was on the northwest edge of the city with \$2.25 in my

pocket. I remembered what the mayor's secretary had said, but, I realized that the mayor's office probably would be closed before I could get there. What to do? I had a sister in Kenosha, Wisconsin, some 400 miles away. So I decided to hitch-hike to her home. Mind you, it was 4:00 o'clock. By 8:00 o'clock that evening I was in Anderson, Indiana, 140 miles away and the following day made it to Kenosha. But, stop and think a moment, friends. Suppose I had made a call at the mayor of Cincinnati's office before 4:30 that day. I might have gone to work for the city, forgotten all about radio, married a different girl, in fact, changed my life completely.

While visiting my sister in Kenosha, Wisconsin, I auditioned at WRJN in Racine some ten miles away. Then I returned to Iowa and home by way of bus. The day I got back, I got a long distance call from the manager of WRJN. Would I be interested in a job? I assured him that I definitely had one with the station in Ohio. But he pointed out that a bird in the hand is worth two in the bush. He asked me to return to Racine by bus and if he couldn't make an interesting proposition to me, he would pay my fare both ways. Well, I got a job as an announcer there at \$22.50 per week. Later I found out just how big a part luck played in getting me that job. It seems that the manager of WRJN had been pressured into hiring the son of one of the station's biggest sponsors for summer time announcing. With fall coming on the sponsor had been pressuring the manager to hire his son full time for a job opening up. That was something the WRJN manager wanted to avoid since the boy had not proved out very satisfactorily. So in desperation he had told the sponsor that he was sorry but that he had hired another man. When pressed for the new announcer's name, he had named me. So he

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# C. B. S. notes *by Kathryn Young*

When CBS shows leave the air for the summer, some of the stars really vacation and others do not. Mary Shipp, who is Irma's friend in "My Friend Irma," really vacationed. Like some of our farm friends in this area, she took the Lurline for a Honolulu vacation. She and the program will return to the air this fall. Now, it's different with Jack Benny. He and his "Variety Review" are touring the country. Their four-day personal appearance in Portland netted \$33,472, so evidently a few people saw the show. The "Jack Benny Program" will return to the air September 26.

A lot of people wonder about the theme songs for various CBS shows. Some of the most popular programs went to strictly "longhair" sources for their theme music. "Road of Life" announces itself with a theme from Tchaikovsky's Fifth Symphony, "Escape" signs on with Moussorgsky's "Night on Bald Mountain," "FBI in Peace and War" is heralded by the march from Prokofiev's "Love for Three Oranges" and "City Hospital" takes the air with the "Fountains of Rome."

Although Jack Carson and his brother Bob have been in show business for 20 years, the new "Jack Carson Show" marks the first time they are working together. To avoid confusion, brother Bob, who announces the four-a-week series, has shortened his full name Robert Stewart Carson, to Bob Stewart. This show is on at 7:30 p.m. Tuesday through Friday.

"Mr. Keen, Tracer of Lost Persons" can take a rosy outlook at even the thorniest problem, for Philip Clarke, who portrays the kindly old investigator on the show, spends his spare moments as a rose gardener at his Baldwin, Long Island home. He provides boutonnières for his cast and himself for each broadcast.

Charles Farrell and Gale Storm, who co-star as father and daughter in "My Little Margie," were not type cast for the roles. Farrell never had a daughter and Gale's

father died when she was a little girl.

An attack of infantile paralysis changed the career of Walter O'Keefe, who is taking over the host's chair for Herb Shriner on "Two for the Money" until August 28. Walter was running a very successful advertising agency when he was suddenly bedridden with infantile paralysis; and to pass the time he wrote lyrics and planned a theatrical career. He entered a play-writing contest and finished among the first 10. The prize money took him to New York where he got a job working as a comedian for Texas Guinan. This started his career as an entertainer.



Walter O'Keefe

It is amazing how many adults have never been in a hospital and are seized with panic when told they will have to enter one for treatment, according to Melville Ruick who plays the part of Dr. Barton Crane on "City Hospital." Ruick reads all his fan mail and says he is greatly gratified by the confidence listeners have

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# Chats Around the Aerial

## .... with *Olaf S. Soward*

August, 1812, is a fateful month in American history. It established the American navy as an object of the pride and affection of the people on a par with the army.

War with England had been official since June 18 that year. Neither the public nor the government expected anything of our tiny navy in the conflict which was just exploding. The generally sorry record of the amateurish attempt at a navy during the Revolutionary war had left the sea service under a cloud throughout the 30-odd years which had elapsed since.

England's rule of the sea had been so complete and high-handed for two generations that nobody thought much of challenging it. The best the last two American administrations could think of when faced with constant and contemptuous British depredations and insults on the high seas was to withdraw behind a cowardly embargo of our own ocean commerce through our own seaports, and spend little or nothing on the navy for fear it would be gobbled up by the English easily and quickly.

Official Washington lavished all of its thought, time and the taxpayers' money on the army, counting optimistically on a soft conquest of Canada.

And Capt. Isaac Hull, in Boston harbor aboard the frigate *Constitution* after a hairbreadth and brilliant escape from a whole British naval squadron, saw only too clearly that America did not propose to fight at sea, under that glum impression that Americans were no match for their English cousins on blue water.

Hull, who had commanded his ship and crew for two years and knew every man, bolt and gun in her—who had had a handful of unofficial brushes with British warships and was quietly confident he could whip any of them on something less than even terms—took matters into his own hands and ran out of Boston harbor on August 2 without orders, and just a few hours ahead of positive instructions from

Washington to take his ship to New York and, in effect, hide it behind the guns of the forts there.

At 2:00 o'clock in the afternoon of August 19 in mid-Atlantic his lookouts spotted a strange sail which turned out to be a heavy English frigate ready and anxious to fight. It was H. M. S. *Guerriere*, which had single-handedly held the American northeastern coast under a virtual blockade for the last months of the uneasy peace which had finally given way to open war.

The rest is one of the most stirring chapters in all naval history. Captain Hull and the *Constitution*, closing for action at 5:00 o'clock, outmaneuvered and outfought, outsailed and outshot the Britisher for two blazing hours on the tossing and lonely wastes of mid-ocean.

By sundown the *Guerriere* was a wrecked derelict. Every mast was gone. Her hull was riddled, and there was four feet of water in her hold. The Englishman had 23 men killed and 56 wounded, to the American loss of 7 of each.

The effect of the victory was electric. Americans went almost delirious with astonished joy. London received the news with a dazed shock which kept her shipping circles benumbed as long as the war lasted.

Meanwhile, things had been going from bad to worse with the "quickie" volunteer armies which Washington officials had been so confident would sweep through Canada like a broom. In the first two months of the war the record of disaster which was to be capped in 1814 by the burning of the nation's capital by an English expeditionary force had already been foreshadowed by the surrender of Fort Dearborn and the massacre of its garrison by the Indians under British command and the craven capitulation of Detroit by its American commander.

That first naval battle of the War of 1812

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"Let's cool off with a ride," suggests Eude; and the gang piles in. (l to r) Herman, Chuck, Jerome, Euth, Miss Elsa, Miss McAulie, Bill and Dude.



Building castles in the sand is a good way to keep cool, according to Lois and Willie Pierson and their daughters, Connie and Nancy.



# Summer Fun



There's nothing like ice-cold lemonade to make you forget those 100° temperatures, say the Seylers—Muriel, Marg Jo and Wes. (Even Tiny, their dog, agrees.)



Bill Kirk prescribes a cold drink and sitting in a wading pool for pure comfort in August. Son Gary goes right along with the idea. De-de gets respect to keep a cool spray on her fellows.





by Wes Seyler

During the past several weeks we have noticed the many opportunities afforded those who seek outdoor recreation. Especially is this true if you lean toward fishing. Kansas is not generally known, throughout the nation, to provide spectacular scenery and pleasant spots for fishing, boating, picnicking, camping or varied recreational activities. However, our attention is attracted to Southwest Kansas, a region of many state parks, county lakes, an invigorating climate with an altitude that contributes to cooler summer nights. Here the local residents spend many happy evenings with the family and neighbors enjoying their new-found way of life. Many an early morning trek with fishermen friends to favorite spots to cast lots with nature's most fascinating sport.

Outstanding in this respect is the 1,243-acre Clark County State Park, located ten miles south and one west of Kingsdown, off U. S. Highway 54. The Bluff Creek Canyon, a hide-out for Indians in early days, forms the sides of the 337-acre lake. The park is a wonderful place for picnicking and the lake is excellent for fishing.

Meade County State Park, another outstanding development is also located in Southwest Kansas. Attractive, shady picnic and camping grounds are scattered over the park. Fishing and boating are important activities on the 100-acre lake and an adobe bathhouse is provided for use by swimmers.

Perhaps some of us will be surprised to learn that there are State Parks in the following counties: Butler, Decatur, Ottawa, Scott, Clark, Crawford, Nemaha, Woodson, Leavenworth and Neosho. These and many other large impoundments of water such as the Cedar Bluffs Dam, Kanopolis Dam, Fall River Dam and many other private and municipal resorts pro-

vide innumerable opportunities for Kansas and Midwest vacationers with pleasant surroundings the whole family can enjoy.

Our family spent a part of our vacation time with friends and relatives at Alma, Nebraska. The Harlan County Dam on the Republican River in Southern Nebraska has backed water a third of the way across the county, thereby making for wonderful sport never before within reach of residents in that area. My wife, Muriel, will forever be telling her experience catching four channel cats on rod and reel. I will have to admit she couldn't have landed the large one without some verbal assistance.

This information, and there is much more, should guide us all as we start planning for our vacations. Sure it's a wonderful experience for us to camp and live in the mountain country or on the north wood lakes. I'm wondering, for some of us, and this includes the Seylers, where there is not so much set aside for vacation time, if it wouldn't be just as much fun and far less expensive to vacation at the resorts provided for that purpose, close to home. Might even take along some fresh frozen chicken or a couple of round steaks so as to have a change from Kansas catfish on the dinner menu. . . .

Here is an excellent Retirement Prayer, which was sent to the "Kansas Fish and Game" by a reader. A reprint from that magazine: "May the Good Lord grant us a long time to fish, and may our best catch be Golden Age opportunities to serve others until our dying day. . . . After the last catch may we sleep peacefully in our Master's landing net. In His mercy may we be judged good enough to keep."

Kansas Duroc Breeders can well be  
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# CORN, BEEF & CABBAGE...

*Jack-Murray Stroud*

CORN, BEEF AND CABBAGE  
"What Foods These Morsels Be!"



## CORN

**YOU'LL GET A RISE OUT OF THIS..**

If the yeast of a single setting of bread were allowed to increase it would fill a space larger than this planet! We ought to try it. Maybe, then, there would be enough dough to go around. We'd all carry a roll. Life would be as easy as pie. Betcha before long, some guy with a lot of crust would come along with a half-baked idea and swipe the cake!

## LOWDOWN ON HIGHER LEARNING

Without hesitation  
I say, "Down with education!"  
For, most of life's frustrations  
And Man's kinship to crustaceans  
Can be traced to minds that stayed too long in school!

## NO ACCOUNT, DUDE

MISS MAUDE: We've been so happy together all these years. Guess it comes from being sensible about money, among other things—fifty-fifty.  
DUDE HANK: Yeah! I put it in—and you take it out!



## BEEF

(Source Of Strong Broth When Boiled)  
**CONSOMME**  
Too bad human beings can't be humane beings!

Years ago when we went to the THEATER, it cost 35 cents. Now, they call it a THEATRE, and the price is up another 40 cents.

Definition of HATE: "I don't exactly dislike him, but I could read his obituary with a great deal of pleasure."

Hear of the Calcutta mystic who was here in the States peddling a sure-fire system of beating the horses? His customers have named the system, "Prophet and Loss."

## BRICABRAC

With frugality and misermind  
That is pitiful to see,  
We spend our lives in saving  
The gains we hope will be  
The means of winning wide acclaim  
From fellowmen and kings;  
We wake, at last, to find we've saved  
Not Soul—but merely THINGS.



## CABBAGE

(Cabbage Flavors The Stew. The Flavor Lasts)

## CHILD EYES

The war-path painted Indian stealthily approached the covered wagon!  
He aimed—threw the burning fagot and the caravan was ablaze!  
And all I saw was the meandering, old night watchman at the car barns making his rounds lighting the dangerlight torch pots.

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## Try This!



*Jack and Jill enjoy their Hawaiian Iceberg salad while their dad, Jack, drools awaiting his serving from Mrs. Ostrode.*

### HAWAIIAN ICEBERG (Salad)

- 9 ounces cream cheese (3 packages)
- 1 medium can drained, crushed pineapple
- ¼ Cup mayonnaise
- 1 Cup ginger ale
- ½ Pound marshmallows cut in small pieces)
- ½ Pint whipping cream (whipped)
- Maraschino cherries

Cream the cheese. Stir in pineapple, mayonnaise, ginger ale and marshmallows. Mix well. Fold in whipping cream gently. Put in refrigerator's freezer section 'til set solid. Serve portions on crisp lettuce and top with red cherries. Makes 6 people happy! Also try this minus the lettuce and serve as a frosty dessert treat!

proud of the fine way they handled the National Duroc Congress, held here in Topeka, July 29, 30 and 31. It could well be a long time before another National event of this nature comes to your capital city. Regardless of the trend of future events, I'm sure that swine breeders from other parts of the U. S. will not soon forget the hospitality shown by Kansans during the 1954 Congress. From this vantage point we wouldn't dare to single out one individual for special praise. Hundreds of folks contributed, and several thousand went home from Kansas hoping they can soon return to the friendly surroundings at the heart of America.

\* \* \* \* \*

July 14 was one of the warmest on record for many parts of the Midwest. The Flint Hill, Blue Stem Grass country of Kansas was no exception. Nevertheless this day marked the beginning of the fourth annual Flint Hills Hereford Tour. Seven o'clock in the morning may be a little late for the usual breakfast at the Walnut Valley Hereford Ranch near Winfield, Kansas. Nevertheless that was the hour set on the 14th because they had in-

vited some 200 tour travelers to breakfast, and the additional hour might allow time for extra fixing. Wilbur Levering attended the first day's tour of stops. He reports a good crowd at every point and a look at some of the midland's very best in Hereford cattle. Ted Tucker, Eureka, Kansas, breeder and President of the F.H.H.A., told your reporter that the States of North Carolina, South Dakota, Texas and Colorado were represented at this year's tour. Never to his knowledge, have Kansas Hereford breeders shown more enthusiasm for the product they produce. Never has there been better cooperation from all concerned. These qualities are necessary for all organizations to succeed. If this be only partially true, the Flint Hills Hereford Association need have no pier or competition at the top rung for Cattle Associations in America.

Tour visitors, and breeders, along the way singled out many persons to thank and compliment for the success of the event. One person always mentioned, in this regard, was George Fritz, Jr., Fieldman for the Kansas Livestock Association.

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## AROUND the STUDIOS with Hilton

One of our favorite programs is heard Monday through Friday at 11:00 a.m.—“Judy and Jane.” Two weeks ago, they celebrated their 5,000th broadcast; proving further that this serial is tops in America. Our own congratulations to the cast and to the Folger Coffee Company for furnishing fine entertainment through these past nineteen years.

Two weeks ago we accompanied Wilbur Levering, Associate Farm Director, to the C-K Ranch for the third annual Calf Auction. Youngsters from all over the Midwest and Southwest were on hand to bid for the 50 purebred calves and 50 gilts. Instead of money, the youngsters used Gooch Red Circles. It was the largest sale ever—more calves, more gilts and more youngsters. It's a wonderful thing the C-K Ranch is doing—providing fine livestock to boys and girls. Many of the calves auctioned the past two sales have been show winners—and all of them gave their owners pride of ownership and extra profit.



Wilbur Levering (r) gets all the facts about the calf purchased by Linda Nelson of Winfield with her Gooch Red Circles at the C-K Ranch auction.

Maude and Roy Carlson and Art Holbrook are attending the Broadcast Music, Inc., Television Clinic in Chicago. The use of music in television, general program-

ming, the production of live local shows, films and the general co-ordination of television operation are discussed. Radio has long had the same service and it has helped us in preparing and presenting the kind of music and programs you like best.

The National Duroc Congress was held in Topeka last week. Consignors from 18 states and the Republic of Panama had their fine hogs on display. There were demonstrations, judging contests for youngsters and adults, awarding of prizes and the national sale at the close of the Congress. Most interesting to some were the activities of the standardization committee. They discussed the changes in the past—and future—of the type of hog; whether lean or fat. Did you know that hog raisers often change the shape and fat content of hogs to please you and me, the customer? Anyway, our part in it was the activity of Wes and Wilbur in publicity, programs and general arrangements for the three-day affair. It was quite a feather in Kansas' hat to have the Congress.

“Fair Time” has started in Kansas. Our entertainers are planning to appear at many county and regional fairs throughout this area. Appearances are already set up for Phillipsburg, Fairview, Hutchinson and Topeka and there will be a great many more. Incidentally, at the Kansas Free Fair in Topeka, all of our local live television shows will be telecast from the Capper building on the Fair Grounds. If you get to our Topeka Fair, plan to spend some time with us. We have a large building and plenty of chairs for you and your family to rest and enjoy the radio and TV programs.

Our deepest sympathy goes to Miss Maudie in the loss of her brother, Tom Butler of Kansas City, who passed away last month.

Made to order for Charles Putt, or any other bachelor, is Butter-Nut Coffee's cute gadget that fits on top of a cup and makes one cup of coffee in a jiffy. A key strip or jar label from Butter-Nut Coffee and 35¢ is all you need to send us.

Vacations are still the order of the day.

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## FARM TALK

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George was born into a cattle family, in the cow country of Southwest Kansas. His first job was to help George, Sr., care for their registered herd of Herefords. All of his life's training and experience has been directed to broaden his knowledge of the livestock industry. The Kansas State College graduate spent several years as county agent in Western Kansas. He has been in his present position five years. No wonder Kansas Hereford breeders acclaim George as No. 1 "Arranger of Tours" this side of Hereford Heaven. We must concur.

\* \* \* \* \*

There has been too much heat and too little water for much of the Midwest corn, feed and hay crops. Sure a saddening sight to drive through mile after mile of beautiful crop land and see nothing but burned and wasted fields. Many have tried to reclaim parts or all of the crops. This was done, knowing full well, that the feed they accumulate may be low in quality. Nevertheless it will be feed, and that is more than they might have had. Let us hope that a more encouraging report can be done on Kansas crop conditions the next time "Red, The Ed" calls for another Farm Talk.

## AROUND THE STUDIOS

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Willie's to Colorado, Edmund's to Florida, etc. But by September 1, all of the wandering folks will be back home and programs back to the good normal. Vacation: A way of getting into the pink by going into the red.

Mrs. Confucius: Matrimony is the only state that allows a woman to work 18 hours a day.

Bye for now.

Robert Q. Lewis' definition of an efficiency expert: "The guy who waits to make up a foursome before going through a revolving door."

A good wife laughs at her husband's jokes not because they are clever, but because she is.

## CORN, BEEF AND CABBAGE

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## 3 ROUGH DIAMONDS

Next time you have an argument with a friend, try to repair the damage by remembering: "It Takes Two to Make a Handshake."

\* \* \* \* \*

To see eye to eye with your neighbor, it requires that each look in opposite directions.

\* \* \* \* \*

Many arguments are sound — just SOUND.

\* \* \* \* \*

## HARVEST

Where an acorn small is buried  
There, oak shall split the dew;  
I know not WHY it happens—  
I only know it's true.

Where a grain of wheat is planted  
There, someday wheat shall grow;  
I know not HOW it happens—  
I only know it's so.

Where a word of Faith is spoken  
There, courage springs anew;  
For, if wheat and oak can do it—  
In BELIEVING—so can you!



Gene Autry, energetic star of radio's "Gene Autry Show" and his gang have returned from vacation and can be heard every Sunday night at 9. The Gene Autry Show is sponsored by Wm. Wrigley Jr. Co.

## CHATS AROUND THE AERIAL

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set a pattern of a series of victories at sea which gave Americans a chance to forget the ignominy of that infuriating story of defeat after defeat on land which was our legacy from the most stupid and mismanaged war department any administration ever gave this nation. The British, on the other hand, became almost insanely frantic at that succession of defeats on what they arrogantly regarded as their private domain—the oceans of the world—until the mere weight of numbers finally bottled up the tiny American navy in its home ports in the closing phases of the war.

But, from that time on the despised and distrusted navy became the pride of Americans along with the army. And in a couple of hours of sharp action a quiet and fat New England warship commander taught the new nation that men who prepare with thoroughness, intelligence and confidence to meet crises need never fear them nor run from them, no matter how big the odds may look.

Maybe that is a lesson that a lot of modern Americans would do well to relearn from Capt. Isaac Hull. And, it refers to more departments of life than battles, on sea or land!

## CBS NOTES

(Continued from Page 5)

gained from listening to the show, which familiarizes them with the atmosphere and routine of hospital life.

James Dwan, broadcast engineer for "Second Mrs. Burton," has been getting letters from all over asking him how he produced the eerie ghostlike voice that figured in a recent script. "Very simple," says Dwan. "We made a careful tape recording of an actress speaking with her head in a rain barrel, and re-recorded it in an echo chamber. Then, on the air, I revolved the turntable by hand. The uneven speed did the trick." Does that sound simple to you?

"Gangbusters" (heard now at 8:30 p.m. Mondays) has two of the most devoted fans (Continued on Next Page)

## INTERESTING RECOLLECTIONS

(Continued from Page 4)

had put himself on the spot, had to call me and hire me if possible.

The WRJN experience was a very gratifying one. Six weeks after I went to work there I married Bertha. Yes—that's the same wife I have now. Racine is 25 miles from Milwaukee and 75 miles from Chicago. Throughout that industrial area there are a lot of foreigners. So we broadcast programs in Polish, Danish, Bohemian, Italian and German with special announcers for each show. Sometimes these announcers said things we didn't understand that weren't always to the best interests of the station. But on the whole these foreign language programs were interesting and worth-while.

Next month I would like to tell you about North Platte, Nebraska, and Kokomo, Indiana, in another chapter of "Hopkins" Gulliver's Travels.

## RAMBLINGS

(Continued from Page 3)

they went to the mountains for the last two weeks in July. They were in Denver last year where they visited with Chet Atkins, famous singer, guitarist, formerly with Fred Waring. He, OLE and EDMUND formerly worked together at Clay Center, Nebraska.

JACK OSTRODE, newcomer on our announcing staff, certainly appreciates the wonderful welcome he has received from the WIBW listeners. His fan mail is really terrific and he loves it. He is a dynamo of fun and energy, never complains and is one of the "most liked" fellows around here. His friendly smile and gracious manner have earned him a host of friends on and off the air. Of course, his TV personality radiates the same qualities, so those of you who watch Channel 13 know how much fun it is just to be around him.

So long till next time. . . .

Miss Maudie.

Millie: Plenty of girls marry poor men.

Mr. Boone: That's true. If they can't find one with money they marry one without it and send him out to look for it.

**CBS NOTES**

(Continued from Page 14)

in radio. One is a young dancer who attends every rehearsal. The other is a middle-aged Park Avenue lady who sits in the studio every broadcast, even though there is no studio audience.

If you need a job, Pearl Chertock, girl harpist on "Arthur Godfrey Time," suggests you start playing the harp. She estimates that there are about 5,000 harpists in the United States and probably only ten working girl harpists in New York. Of course, there are several things to consider. A harp costs around \$4,250, it's a little hard to carry around since it weighs 250 pounds—then, too, it takes a little time to learn the "know how" of playing the 47 strings on the instrument.

**ON OUR COVER**

(Continued from Page 2)

commercials, etc., I've got a gimmick" . . . and knowing Dude with his "doodles," We'll bet it's a good one.

**Coming Events**

**BIRTHDAYS**

Chuck Wayne	September 18
Don Hopkins	September 23
Bob Kearns	September 23
Mildred Rankin	September 25

Nothing in life is more wonderful than faith—the one great moving force which we can neither weigh in the balance nor test in the crucible.—Sir William Osler.

**WIBW  
Program Schedule**

580 on Your Dial

Due to last minute program changes, WIBW cannot guarantee complete accuracy of this schedule.

Programs in heavy type are Studio Productions

**MORNING**

5:00—Wilbur Levering's Farm Time	Mon. thru Sat.
5:40—News	Mon. thru Sat.
6:00—Wilbur Levering's Farm Time	Mon. thru Sat.
Sunday Morning Meeting	Sun.
6:30—Gooch Farm Topics	
(Gooch's Best Feeds)	Mon. thru Fri.
6:35—Farm Service News	Mon. thru Sat.
Gland-O-Lac	Mon., Wed., Fri.
6:45—Lederle Farm Show	Mon. thru Sat.
(Lederle Laboratories)	
7:00—News (Garst & Thomas)	Mon., Wed., Fri.
News (Carey Salt Co.)	Tues., Thurs., Sat.
7:15—Shepherd of the Hills	Mon. thru Sat.
Forward March	Sun.
7:30—Miccolis Sisters	Mon. thru Sat.
Kansas News & Farm Sales	Sun.
7:45—Edmund Denney Time	
(Merchants Biscuit)	Mon. thru Sat.
Town and Country	Sun.
8:00—News	Mon. thru Sat.
Farmer's Forum	Sun.
8:05—Coffee Time	Mon. thru Sat.
8:15—Farm News	Sun.
8:30—Ray and Elda	Mon. thru Sat.
E. Power Biggs	Sun.
8:45—Smiley Burnette Show	
(Sweetose Waffle Syrup)	Mon., Wed., Fri.
Jimmie Pierson	Tues., Thurs., Sat.
Grace Cathedral Choir	Sun.
9:00—Shep and Kaw Valley Boys	Mon. thru Sat.

**Renfro Valley Sunday Gatherin'**

(General Foods)	Sun.
9:25—News	Mon. thru Sat.
Galen Drake	Sun.
9:30—Church of the Air	Sun.
10:00—Salt Lake City Tabernacle	Sun.
10:30—Piano Ramblings	Mon. thru Fri.
Galen Drake	Sat.
News	Sun.
10:35—Invitation to Learning	Sun.
10:45—Kitchen Club (Tidy House Products Co.)	Mon. thru Fri.
11:00—Judy and Jane (Folger Coffee)	Mon. thru Fri.
News	Sat.
First Methodist Church	Sun.
11:05—Romance	Sat.
11:15—Aunt Jenny's Stories (Lever Bros.)	Mon. thru Fri.
11:30—Weather Bureau	Mon. thru Sat.
11:35—Dinner Hour	Mon. thru Sat.

**AFTERNOON**

12:00—News (Perfex, Gloss Tex., Shina Dish and Dexol)	Mon. thru Sat.
News	Sun.
12:15—Weather Reports	Mon. thru Sat.
The Ray Beers Show (Ray Beers Clo. Co.)	Sun.
12:20—Parina Markets (Ralston-Purina Co.)	Mon. thru Sat.
12:30—State of Your State (Kansas Business and Construction Magazines)	Sun.
12:45—Western Star Time	Sun.
1:00—Ernie Quikley Sports	Sun.
1:30—Musical Interlude	Sun.
1:35—On a Sunday Afternoon	Sun.
2:00—Arthur Godfrey (Minnesota Mining Co., Adolph's Kellogg Co., Lever Bros., National Biscuit Co., Pillsbury Mills Inc., General Motors, Toni Co.)	Mon. thru Fri.
2:30—Robert Q. Lewis (Nehi Corporation)	Sat.
2:45—Robert Q. Lewis (Van Camp Sea Foods)	Sat.
3:00—The Second Mrs. Burton (General Foods)	Mon. thru Fri.
Robert Q. Lewis (Helene Curtis)	Sat.
3:15—Kansas Round-Up	Mon. thru Fri.
Robert Q. Lewis	Sat.

August M. Flake,  
LeRoy, Kansas. Rt. 2

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3:30—City Hospital (Carter Products).....Sat.  
3:40—News .....Mon. thru Fri.  
3:45—Ma Perkins  
(Procter and Gamble)....Mon. thru Fri.  
4:00—Road of Life  
(Procter and Gamble)....Mon. thru Fri.  
Dr. Charles E. Fuller  
(Gospel Broadcasting Co.) .....Sun.  
Washington U. S. A. ....Sat.  
4:15—The Guiding Light  
(Procter and Gamble)....Mon. thru Fri.  
4:30—Saturday at the Chase.....Sat.  
5:00—World Assignment .....Sat.  
Farm Editors Forum 1st Sat. each Month  
The Leading Question.....Sun.  
5:15—Memo From the U. N.....Sat.  
5:30—Alka-Seltzer Time  
(Miles Laboratories, Inc.) Mon. thru Fri.  
Summer in St. Louis.....Sun.  
Sports Round-Up .....Sat.  
5:45—Perry Mason  
(Procter and Gamble)....Mon. thru Fri.  
Trading Post News .....Sat.

**EVENING**

6:00—News .....Mon. thru Fri.  
(Butternut Coffee) .....Mon., Wed., Fri.  
(Trading Post) .....Tues., Thurs.  
Capital Cloakroom .....Sat.  
Juke Box Jury .....Sun.  
6:15—Sports News .....Mon. thru Fri.  
6:25—Weather .....Mon. thru Fri.  
6:30—Peter Lind Hayes Show....Mon. thru Fri.  
R.F.D. Roundtable .....Sat.  
Juke Box Jury (Toni Co.).....Sun.  
6:45—Charles Collingwood .....Mon. thru Fri.  
(Ford Division of Ford Motor  
Company) .....Mon. Wed., Fri.  
News .....Sat.  
7:00—My Friend Irma .....Tues.  
(Bobbi Pin Curl Home Permanent  
and Carter Products)  
People Are Funny (Amana "Stor-Mor"  
Freezers and Air Conditioners)....Tues.  
FBI In Peace and War (Wm. Wrigley  
Jr. Co.) .....Wed.  
Meet Millie .....Thurs.  
Mr. Keen, Tracer of Lost Persons....Fri.  
Escape .....Sat.  
Gary Crosby .....Sun.  
7:25—News .....Wed., Thurs., Fri.  
7:30—Arthur Godfrey's Talent Scouts  
(Thomas J. Lipton Co.).....Mon.

Suspense .....Tues.  
21st Precinct .....Wed.  
That's Rich .....Thurs.  
Arthur Godfrey Digest .....Fri.  
(Bristol-Meyers Co.)  
Nightwatch .....Sat.  
My Little Margie  
(Philip Morris Cigarettes).....Sun.  
8:00—Gunsmoke (Chesterfield Cigarettes) Mon.  
Johnny Dollar (Wm. Wrigley, Jr.  
Co.) .....Tues.  
Crime Photographer .....Wed.  
On Stage .....Thurs.  
Arthur Godfrey Digest.....Fri.  
Two for the Money (Old Golds).....Sat.  
The Cobbs .....Sun.  
8:25—Music .....Wed.  
8:30—Gangbusters (Wm. Wrigley Jr. Co.) Mon.  
Jack Carson Show .....Tues. thru Fri.  
Kansas Round-Up .....Sat.  
Freddy Martin Show.....Sun.  
8:35—Bob Trout News (Chevrolet Motor  
Co.) .....Mon. thru Fri.  
9:00—Red Skelton Show.....Mon. thru Fri.  
Gene Autry .....Sun.  
(Wm. Wrigley Jr. Co.)  
9:30—Dance Orchestra .....Mon.  
Emahizer-Melodies (Emahizer-  
Spielman Furn. Co.) .....Tues., Thurs.  
Guest Star .....Wed.  
Join the Navy .....Fri.  
Kansas Round-Up (Emahizer-  
Spielman Furn. Co.).....Sat.  
Here's To Veterans.....Sun.  
9:45—Dance Orchestra .....Mon.  
Capitol Federal Bandstand (Capitol  
Federal Savings & Loan  
Association) .....Tues., Thurs.  
Ralph Flanagan .....Wed., Fri.  
Kansas Round-Up (Capitol Federal  
Savings & Loan Assn.).....Sat.  
The Bandstand .....Sun.  
10:00—News .....Mon., thru Sat.  
(Jones-Mack Co.)....Tues., Thurs., Sat.  
10:15—Mr. Keen .....Mon. thru Fri.  
10:45—Dance Orchestra .....Mon., Wed., Sat.  
Ernie Quigley Sports .....Tues., Thurs.  
11:00—News .....Mon. thru Sun.  
11:05—This I Believe.....Mon. thru Fri.  
11:10—Dance Orchestra .....Mon. thru Sun.  
11:55—This I Believe.....Sat.  
12:00—Sign Off .....Mon. thru Sun.